



Why focus on breastfeeding data?



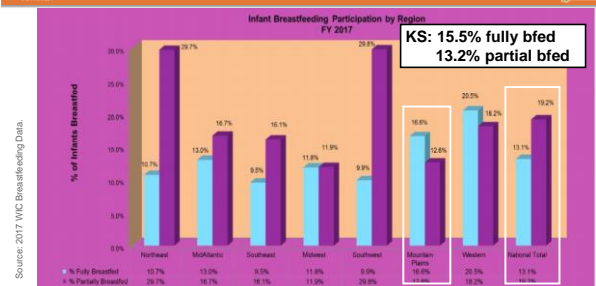
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	National
<u>Kansas</u> Ever Breastfed	83.6% 83.2%
Breastfed @ 6 mo	58.2% 57.6%
Breastfed @ 12 mo	36.5% 35.9%
Excl Bfed Through 3 mo	50.4% 46.9%
Excl Bfed Through 6 mo	26.1% 24.9%
Bfed Infants Received Formula <2 days	13.5% 17.2%
Births @ Baby-Friendly Facilities	41.1% 26.1%

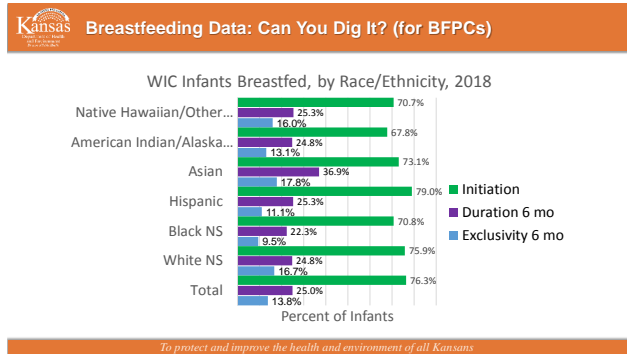
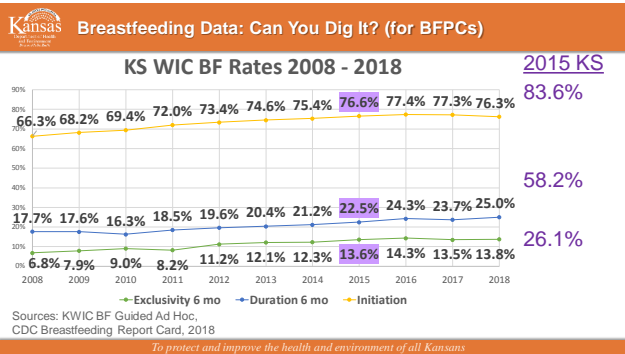
Source: CDC Breastfeeding Report Card, 2018

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Source: 2017 WIC Breastfeeding Data.

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Breastfeeding Data: Can You Dig It? (for BFPCs)

A bit of history...

77% of infants born between 1936 and 1940 were breastfed. By 1970, the incidence declined to about 25%. After reaching a historic low, the rates began to gradually increase in the 1970s, but not uniformly. Before 1960, black mothers were more likely than white mothers to breastfeed. After 1960, the reverse was true.

Source: Nutrition During Lactation, 1991.

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Breastfeeding Data: Can You Dig It? (for BFPCs)

What might have contributed to the “resurgence of breastfeeding at the end of the second millennium”?

The influence of the natural childbirth movement in the 1960s and 1970s?

The WIC program’s targeted breastfeeding promotion efforts!

Source: <https://academic.oup.com/ijn/article/131/2/421/S1/4686960>

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Breastfeeding Data: Can You Dig It? (for BFPCs)

WIC Breastfeeding History:

After piloting, WIC was operating in 45 states in 1974.

1975: Eligibility was extended to non-breastfeeding women.

1992: Enhanced food package for exclusively breastfeeding mothers.

1997: Loving Support Makes Breastfeeding Work campaign implemented to increase breastfeeding rates and improve public support.

2004: Breastfeeding Peer Counselor Initiative launched.

Source: <https://www.nwica.org/overview-and-history>

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Breastfeeding Data: Can You Dig It? (for BFPCs)

The WIC Program's Impact:

In **1998**, only 42% of WIC mothers initiated breastfeeding

In **2014**, the overall WIC breastfeeding initiation rate had risen to 70%

Between 1998 and 2013, WIC breastfeeding rates at one month PP had risen by 85%

The rate for 3-12 month old babies had more than doubled!

The WIC BFPC Program has been key to this amazing public health success story.

Source: <https://s3.amazonaws.com/laws.upl/nwica.org/2017-wic-bfpc.pdf>

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Breastfeeding Data: Can You Dig It? (for BFPCs)



Peer Support Programs are evidence-based.

Minnesota WIC: Women who accepted a referral to a PC prenatally were significantly more likely to initiate breastfeeding and continue breastfeeding through 12 months than their counterparts.

Sources:
https://www.cdc.gov/breastfeeding/pdf/bf_guide_3.pdf
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5433692/>
<https://www.ncbi.nlm.nih.gov/pubmed/28755046>

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Breastfeeding Data: Can You Dig It? (for BFPCs)

Maryland WIC: Greater odds of breastfeeding initiation among "PC-exposed" compared to "standard care" infants. When comparing "LC-exposed" infants and "standard care," no significant difference.

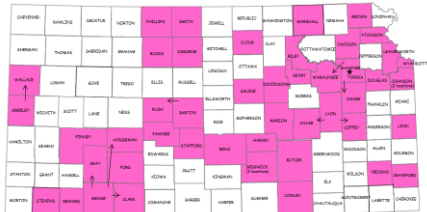
Missouri WIC: Prenatal participation in PC program, especially early during pregnancy, was associated with an increased rate of BF initiation.

Sources:
<https://journals.sagepub.com/doi/abs/10.1177/0890334409342070>
<https://www.ncbi.nlm.nih.gov/pubmed/19607746>

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Breastfeeding Data: Can You Dig It? (for BFPCs)



44 BFPCs
in 46 Counties

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Breastfeeding Data: Can You Dig It? (for BFPCs)



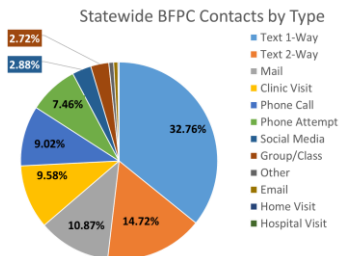
Green = BF
initiation rates
exceeding
state average

Source: Kansas Annual Summary of Vital Statistics, 2017

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Breastfeeding Data: Can You Dig It? (for BFPCs)



Source: BFPC Quarterly Reports, FFY18

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Breastfeeding Data: Can You Dig It? (for BFPCs)

FFY18:

18144 BFPC clients contacted / 31055 Total WIC PG & BF Caseload

= 58% of potential clients contacted

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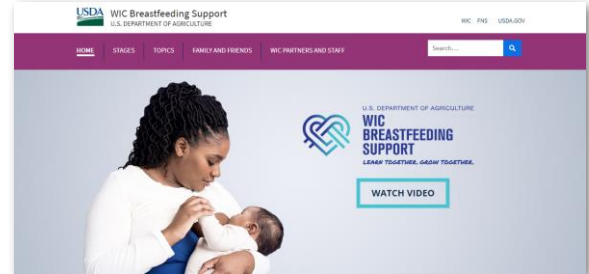
Breastfeeding Data: Can You Dig It? (for BFPCs)



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<https://wicbreastfeeding.fns.usda.gov/>



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BFPC Documentation



Group Members
Tuanna S Marmolejo
WIC Active BF
Cert. Period 06/12/2018 to 06/30/2019
Priority 1
BFP Summary
Contact
Topics

Quick Links for Tuanna S Marmolejo
Demographics
Foodbank
Notes
Mid-Certification
Dual Participation
Enrollment Measures
Blood Measures
Health Interview
Risk Factors
Nutrition Education
Nutrition Education-RO
Referrals

Current Contact
Referral Date 08/01/2018
Contact Date 02/14/2019
Contact Method
Contact Successful: Yes No
Type of Contact: Initial Follow Up
Next Contact
Next Contact Date 00/00/0000
Immediate Attention

Breastfeeding Information
Fully Breastfeeding: Yes No
Date Breastfeeding Stopped 00/00/0000
Date Formula/Milk Introduced 00/00/0000
Reason Formula Introduced
Date Breastpump Issued 00/00/0000
Type of Breastpump Issued
Caseload Management
Remove from BFPC Program Caseload

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Tips for Notes



- ✓ Keep your notes simple, using key words for quick reading.
- ✓ Type them while you're on the phone with mom.
- ✓ Use a phone message log book
- ✓ Use template notes
- ✓ Talk with your supervisor

WIC Breastfeeding Support
WIC Active BF
Cert. Period 06/12/2018 to 06/30/2019
Priority 1
BFP Summary
Contact
Topics

Quick Links for Tuanna S Marmolejo
Demographics
Foodbank
Notes
Mid-Certification
Dual Participation
Enrollment Measures
Blood Measures
Health Interview
Risk Factors
Nutrition Education
Nutrition Education-RO
Referrals

Current Contact
Referral Date 08/01/2018
Contact Date 02/14/2019
Contact Method
Contact Successful: Yes No
Type of Contact: Initial Follow Up
Next Contact
Next Contact Date 00/00/0000
Immediate Attention

Breastfeeding Information
Fully Breastfeeding: Yes No
Date Breastfeeding Stopped 00/00/0000
Date Formula/Milk Introduced 00/00/0000
Reason Formula Introduced
Date Breastpump Issued 00/00/0000
Type of Breastpump Issued
Caseload Management
Remove from BFPC Program Caseload

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Breastfeeding Data: Can You Dig It? (for BFPCs)



CASE STUDY

Bonnie is pregnant with her first child.

She is due July 15

She is referred to you in clinic on April 10

Clinic Visit
Email
Facebook/Social Media
Group/Class
Home Visit
Hospital Visit
Mail
Other
Phone Attempt
Phone Call
Text 1-way
Text 2-way

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Quarterly Report



BFPC Contact Report & Caseload Management Report

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Quarterly Report



BFPC Quarterly Report													
Agency/Clinic	BFPC Contacts Report			# BFPC clients contacted:	Quarter								
Date:				PG & BF WIC Caseload:	1 st			4 th					
BFPC Name:				Avg weekly hours:									
BFPC Supervisor:				Clients/hour:									
# Groups/Classes prepared for:				Contacts/hour:									
** 2nd quarter must include BFPC eval													
Category	Contact Type										Total		
	Clinic Visit	Email	Social Media	Group/Class	Home Visit	Hospital Visit	Mail	Other	Phone Attempt	Phone Call		Text 1-way	Text 2-way
Initial Pregnant													0
Follow up Preg													0
Initial BF/PP													0
Follow up BF/PP													0
Total Contacts	0	0	0	0	0	0	0	0	0	0	0	0	0

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Quarterly Report: PG & BF WIC Caseload



Kansas WIC Program
Caseload Management Report
For Sep 2018 as summarized on Oct 01, 2018
Clinic:

	Participating				Enrolled			
	Received Benefits	No Benefits	Formula - Other Pgm	Total Participating	Not Participating	Total Enrolled		
	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total
WOMEN								
Pregnant	49	9.3	0	0.0	0	0.0	49	9.1
Partially Breastfeeding	11	2.1	0	0.0	0	0.0	11	2.0
Partially Breastfeeding	9	1.7	1	9.1	0	0.0	10	1.9
Postpartum	48	9.1	0	0.0	0	0.0	48	9.0
Total Women	117	22.1	1	9.1	0	0.0	118	21.9
INFANTS								

62+23+10 = 95 women actively enrolled in the WIC Program

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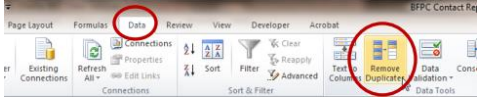
Quarterly Report

BFPC Quarterly Report													
Agency/Clinic:		# BFPC clients contacted:		95		Quarter							
Date:		PG & BF WIC Case load:		95		1st		2nd		3rd		4th	
BFPC Name:		Avg weekly hours:				Jan-Mar		Apr-Jun		Jul-Sep		Oct-Dec	
BFPC Supervisor:		Clients/hour:				Due Jan 20		Due Apr 20		Due July 20		Due Oct 20	
# Groups/Classes prepared for:		Contacts/hour:											
** 2nd quarter must include BFPC eval													
Contact Type													
Category	Clinic Visit	Email	Social Media	Group/Class	Home Visit	Hospital Visit	Mail	Other	Phone Attempt	Phone Call	Text 1-way	Text 2-way	Total
Initial Pregnant													0
Follow up Preg													0
Initial BF/PP													0
Follow up BF/PP													0
Total Contacts	0	0	0	0	0	0	0	0	0	0	0	0	0

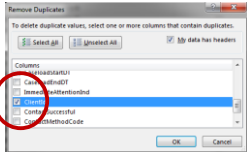
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Quarterly Report: # BFPC Clients Contacted

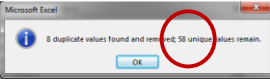
#1



#2



#3



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Quarterly Report

BFPC Quarterly Report													
Agency/Clinic:		# BFPC clients contacted:		58		Quarter							
Date:		PG & BF WIC Case load:				1st		2nd		3rd		4th	
BFPC Name:		Avg weekly hours:				Jan-Mar		Apr-Jun		Jul-Sep		Oct-Dec	
BFPC Supervisor:		Clients/hour:				Due Jan 20		Due Apr 20		Due July 20		Due Oct 20	
# Groups/Classes prepared for:		Contacts/hour:											
** 2nd quarter must include BFPC eval													
Contact Type													
Category	Clinic Visit	Email	Social Media	Group/Class	Home Visit	Hospital Visit	Mail	Other	Phone Attempt	Phone Call	Text 1-way	Text 2-way	Total
Initial Pregnant													0
Follow up Preg													0
Initial BF/PP													0
Follow up BF/PP													0
Total Contacts	0	0	0	0	0	0	0	0	0	0	0	0	0

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Quarterly Report

Let's Practice!

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Quarterly Report: How to use the information

BFPC clients contacted vs PG & BF WIC Caseload
&
BFPC clients contacted vs total # contacts

BFPC Quarterly Report													
Agency/Clinic:											# BFPC clients contacted: 3		
Date:											PG & BF WIC Caseload: 8		
BFPC Name:											Avg weekly hours:		
BFPC Supervisor:											Clients/hour:		
# Groups/Classes prepared for:											Contacts/hour:		
<div> <div>Quarter</div> <div>1st 2nd 3rd 4th</div> <div> <div>Due Jan 20</div> <div>Due Apr 20</div> <div>Due July 20</div> <div>Due Oct 20</div> </div> </div>													
** 2nd quarter must include BFPC eval													
Category	Contact Type												
	Clinic Visit	Email	Social Media	Group/Class	Home Visit	Hospital Visit	Mail	Other	Phone Attempt	Phone Call	Text 1-way	Text 2-way	Total
Initial Pregnant	1												0
Follow up Preg									1				0
Initial BF/PP									1				0
Follow up BF/PP											3		0
Total Contacts	0	0	0	0	0	0	0	0	0	0	3	0	6

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Quarterly Report

State Agency use:

- ❖ Guidance to agencies where BFPC struggles with frequency of contacts
- ❖ Support to agencies where referrals aren't occurring on a consistent basis
- ❖ Learn new ideas to share with other agencies
- ❖ Learn what activities are going on in communities across Kansas
- ❖ Learn if challenges with community partners
- ❖ Learn BFPC's aspirations or if has specific concerns.
- ❖ Assess where to allocate potential future available resources
- ❖ Report to FNS how awesome we're doing!

Is there anything else you would like to mention about your BFPC services?

FNS use:

- ❖ Tracks how we're utilizing our resources
- ❖ Justify future funding

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Quarterly Report: FFY18 Report

Category	Annual Total Contacts											
	Clinic Visit	Email	Social Media	Group/Class	Home Visit	Hospital Visit	Mail	Other	Phone Attempt	Phone Call	Text 1-way	Text 2-way
Initial Pregnant	2433	31	89	425	4	2	1789	90	1008	1244	564	647
Follow up Preg	1026	136	197	306	6	4	2327	74	1008	1145	3378	1122
Initial BF/PP	825	11	170	61	22	14	309	46	437	691	406	789
Follow up BF/PP	1822	75	740	308	38	5	911	81	1604	2195	5482	3740
Total Contacts	6106	253	1196	1100	70	25	5336	291	4057	5275	9830	6298

450 groups/classes offered!

- FFY16: 41,927 total contacts
- FFY17: 44,108 total contacts (added 4 new agencies at start of FFY17)

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Breastfeeding Data: Can You Dig It? (for BFPCs)

"Being a peer counselor has allowed me the opportunity to help new moms do the best they can to give their babies the healthiest start possible. When a mom tells me how helpful I was, it makes me proud to have made a difference in her life."

—WIC Breastfeeding Counselor

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Breastfeeding Data: Can You Dig It? (for BFPCs)



Gabrielle.Risley@ks.gov or Kara.Watts@ks.gov



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